AMENDMENTS TO THE CLAIMS

Please amend the claims as follows. Please cancel claims 28-29 and 55-56 without prejudice or disclaimer.

1. (Currently Amended) A computer-implemented method of making an optimized suggestion to a user regarding a combination of electronic coupons (e-coupons) for redemption by a retailer, said method comprising:

determining, by said computer, if a selection of e-coupons complies with redeeming conditions in relation to a purchase;

checking said selection of e-coupons complying with said redeeming conditions, by said computer, to determine mutually exclusive e-coupons of said selection of e-coupons applicable within said purchase, and to determine if two or more non-mutually exclusive e-coupons of said selection of e-coupons can be used in combination within said purchase;

defining optimization parameters by a user;

performing an optimization process, by said computer, on said selection of e-coupons to maximize a discount amount, a number of loyalty points, and a number of free items, by checking said selection of e-coupons complying with said redeeming conditions and capable of being used in combination within said purchase to determine if said selection of e-coupons satisfy said optimization parameters, said optimization process determining a most favorable combination of non-mutually exclusive e-coupons; ~~and~~

before said user makes said purchase, outputting a suggestion to said user, by said computer, displaying said most favorable combination of non-mutually exclusive e-coupons

based on said determining said mutually exclusive e-coupons, said most favorable combination of non-mutually exclusive e-coupons comprising only said selection of e-coupons complying with said redeeming conditions and capable of being used in combination within said purchase;

saving said displayed most favorable combination of non-mutually exclusive e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase and choosing another subset of said e-coupons; and

choosing one of saved sets of e-coupons based on comparing two or more of said saved sets of e-coupons.

2. (Previously Presented) The method according to claim 1, further including the step of selecting by a user said selection of e-coupons from a plurality of e-coupons.

3. (Canceled).

4. (Previously Presented) The method according to claim 1, further including the step of providing a recommendation to a user regarding an additional purchase enabling said user to avail of more discounts.

5. (Previously Presented) The method according to claim 1, wherein said checking of said selection of e-coupons comprises checking e-coupons that reside at any one of the group consisting of a user's site, a third party's site, and a site of said retailer in said networked environment.

6. (Canceled).

7. (Previously Presented) The method according to claim 1, wherein said networked environment is implemented utilizing one or more of the group consisting of the Internet, and Intranet, and Extranet, a local area network, an ATM network, a wide area network and a wireless network.

8-14. (Canceled).

15. (Currently Amended) A computer program product having a computer readable medium having a computer program recorded therein for making an optimized suggestion to a user regarding a combination of electronic coupons (e-coupons) for redemption by a retailer, said computer program product performing a method comprising:

determining if a selection of e-coupons complies with redeeming conditions in relation to a purchase;

checking said selection of e-coupons complying with said redeeming conditions to determine mutually exclusive e-coupons of said selection of e-coupons applicable within said purchase, and to determine if two or more non-mutually exclusive e-coupons of said selection of e-coupons can be used in combination within said purchase;

defining optimization parameters by a user;

performing an optimization process on said selection of e-coupons to maximize a discount amount, a number of loyalty points, and a number of free items, by checking said selection of e-coupons complying with said redeeming conditions and capable of being used in

combination within said purchase to determine if said selection of e-coupons satisfy said optimization parameters, said optimization process determining a most favorable combination of non-mutually exclusive e-coupons; ~~and~~

before said user makes said purchase, outputting a suggestion to said user displaying said most favorable combination of non-mutually exclusive e-coupons based on said determining said mutually exclusive e-coupons, said most favorable combination of non-mutually exclusive e-coupons comprising only said selection of e-coupons complying with said redeeming conditions and capable of being used in combination within said purchase;

saving said displayed most favorable combination of non-mutually exclusive e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase and choosing another subset of said e-coupons; and

choosing one of saved sets of e-coupons based on comparing two or more of said saved sets of e-coupons.

16. (Previously Presented) The computer program product according to claim 15, further including selecting by a user said selection of e-coupons from a plurality of e-coupons.

17. (Canceled).

18. (Previously Presented) The computer program product according to claim 15, further including providing a recommendation to a user regarding an additional purchase enabling said user to avail of more discounts.

19. (Previously Presented) The computer program product according to claim 15, wherein said checking of said selection of e-coupons comprises checking e-coupons that reside at any one of the group consisting of a user's site, a third party's site, and a site of said retailer in said networked environment.

20-21. (Canceled).

22. (Currently Amended) A computer-implemented method for electronic coupon (e-coupon) decision support, said method comprising:

computing, by said computer, a set of applicable e-coupons dependent upon a set of e-coupons of a user;

determining, by said computer, if said computed set of e-coupons complies with one or more redeeming conditions, which of said set of e-coupons are mutually exclusive within a same purchase and which of said set of e-coupons are non-mutually exclusive to be used in combination within the same purchase;

performing an optimization process, by said computer, on said selection of e-coupons to maximize a discount amount, a number of loyalty points, and a number of free items, by determining if said computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase satisfy optimization parameters defined by said user, wherein said optimization parameters comprise at least one of a discount amount, loyalty points, a number of free items received, whether at least one particular e-coupon should be included, whether at least one particular e-coupon should not be included, expiration date, and a total number of e-coupons used, said optimization process

determining a most favorable combination of non-mutually exclusive e-coupons; ~~and~~

before said user makes said purchase, outputting a suggestion to said user, by said computer, displaying said most favorable combination of non-mutually exclusive e-coupons based on said determining said mutually exclusive e-coupons, said most favorable combination of non-mutually exclusive e-coupons comprising only said computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase that satisfy said optimization parameters;

saving said displayed, computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase and choosing another subset of said e-coupons; and

comparing by a user two or more saved sets of e-coupons and choosing one of saved sets of e-coupons.

23. (Previously Presented) The method according to claim 22, wherein said computing step is also dependent upon order information.

24. (Previously Presented) The method according to claim 22, further including the steps of, if said computed set of e-coupons contains at least one e-coupon failing to comply with said redeeming conditions:

displaying said computed set of e-coupons; and

enabling said user to select another set of e-coupons for use in said computing step.

25. (Previously Presented) The method according to claim 24, further including the

step of:

displaying exclusive e-coupons in said another selected set of e-coupons to said user.

26. (Previously Presented) The method according to claim 25, further including the step of:

displaying e-coupons in said another selected set of e-coupon that are exclusive and fail to comply with said redeeming conditions to said user.

27. (Previously Presented) The method according to claim 22, further including the step of processing a purchase order for said displayed, computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase.

28-29. (Canceled.)

30. (Previously Presented) The method according to claim 22, further including the step of recommending to said user a set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase.

31. (Previously Presented) The method according to claim 22, further including the step of a user viewing reports of e-coupon usage statistics and savings.

32. (Canceled).

33. (Previously Presented) The method according to claim 22, wherein said finding step is implemented using an optimization engine, said optimization engine addressing one or more conditions selected from the group consisting of:

an AND condition among product purchase redemption conditions;

an AND condition among category purchase redemption conditions;

an XOR condition among product purchase redemption conditions;

an XOR condition among category purchase redemption conditions; and

an e- coupon purchase condition on total amount and e-coupons with heterogeneous purchase conditions.

34. (Previously Presented) The method according to claim 22, further including the step of:

providing recommendations to said user, based on a profile of said user, in relation to a user selected set of e-coupons.

35. (Previously Presented) The method according to claim 22, wherein said computing of said set of applicable e-coupons comprises computing e-coupons that reside at any one of the group consisting of a user's site, a third party's site, and a site of said retailer in said networked environment.

36-48. (Canceled).

49. (Currently Amended) A computer program product having a computer readable medium having a computer program recorded therein for electronic coupon (e-coupon) decision support, said computer program product including:

computing a set of applicable e-coupons dependent upon a set of e-coupons of a user;

determining if said computed set of e-coupons complies with one or more redeeming conditions, which of said set of e-coupons are mutually exclusive within a same purchase and which of said set of e-coupons are non-mutually exclusive to be used in combination within the same purchase;

performing an optimization process on said selection of e-coupons to maximize a discount amount, a number of loyalty points, and a number of free items, by determining if said computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase satisfy optimization parameters defined by said user, wherein said optimization parameters comprise at least one of a discount amount, loyalty points, a number of free items received, whether at least one particular e-coupon should be included, whether at least one particular e-coupon should not be included, expiration date, and a total number of e-coupons used, said optimization process determining a most favorable combination of non-mutually exclusive e-coupons; ~~and~~

before said user makes a purchase, outputting a suggestion to said user displaying said most favorable combination of non-mutually exclusive e-coupons based on said determining said mutually exclusive e-coupons, said most favorable combination of non-mutually exclusive [[e-]]e-coupons comprising only said computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase that satisfy said optimization parameters;

saving said displayed, computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase and choosing another subset of said e-coupons;

comparing by a user two or more saved sets of e-coupons; and

choosing one of said saved sets of e-coupons.

50. (Previously Presented) The computer program product according to claim 49, wherein said computing is also dependent upon order information.

51. (Previously Presented) The computer program product according to claim 49, further including, if said computed set of e-coupons contains at least one e-coupon failing to comply with said redeeming conditions:

displaying said computed set of e-coupons; and

enabling said user to select another set of e-coupons for use in said computing step.

52. (Previously Presented) The computer program product according to claim 51, further including displaying exclusive e-coupons in said another selected set of e-coupons to said user.

53. (Previously Presented) The computer program product according to claim 52, further including displaying e-coupons in said another selected set of e-coupons that are exclusive and fail to comply with said redeeming conditions to said user.

54. (Previously Presented) The computer program product according to claim 49, further including processing a purchase order for said displayed, computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase.

55-56. (Canceled.)

57. (Previously Presented) The computer program product according to claim 49, further including recommending to said user a set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase.

58. (Canceled).

59. (Previously Presented) The computer program product according to claim 49, wherein said finding is implemented using an optimization engine, said optimization engine addressing one or more conditions selected from the group consisting of:

an AND condition among product purchase redemption conditions;

an AND condition among category purchase redemption conditions;

an XOR condition among product purchase redemption conditions;

an XOR condition among category purchase redemption conditions; and

an e-coupon purchase condition on total amount and e-coupons with heterogeneous purchase conditions.

60. (Previously Presented) The computer program product according to claim 49, further including:

providing recommendations to said user, based on said user's profile, in relation to a user selected set of e-coupons.

61. (Previously Presented) The computer program product according to claim 49, wherein said computing of said set of applicable e-coupons comprises computing e-coupons that reside at any one of the group consisting of a user's site, a third party's site, and a site of said retailer in said networked environment.

62. (Currently Amended) An electronic coupon (e-coupon) decision support system for making an optimized suggestion to a user regarding a combination of electronic coupons (e-coupons) for redemption by a retailer, said system including:

at least one of a hardware module and a software module, each adapted to:

compute a set of applicable e-coupons dependent upon a set of e-coupons of a user;

determine if said computed set of e-coupons complies with one or more redeeming conditions, which of said set of e-coupons are mutually exclusive within a same purchase and which of said set of e-coupons are non-mutually exclusive to be used in combination within the same purchase; and

display only said computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase; ~~and~~

an optimization engine adapted to perform an optimization process on said selection of e-coupons to maximize a discount amount, a number of loyalty points, and a number of free items, by determining a subset of e-coupons from said computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase, to determine a most favorable combination of non-mutually exclusive e-coupons; and

a user interface adapted to output a suggestion to said user displaying said most favorable combination of non-mutually exclusive e-coupons based on said determining said mutually exclusive e-coupons, said most favorable combination of non-mutually exclusive e-coupons before said user makes said purchase;

a storage device adapted to save said displayed most favorable combination of non-mutually exclusive e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase and choosing another subset of said e-coupons, wherein one of saved sets of e-coupons is chosen based on comparing two or more of said saved sets of e-coupons.

63. (Canceled).

64. (Previously Presented) The system according to claim 62, further including:

a recommendation engine for providing recommendations regarding one or more further purchases to a user, based on said user's profile, after said user has selected a set of e-coupons to use.

65. (Canceled).

66. (Previously Presented) The system according to claim 62, wherein said hardware module, said software module, and said optimization engine are adapted to analyze e-coupons that are located at a retailer's site, a user's site, or a third party site in a network.

67. (Previously Presented) The method according to claim 1, wherein said optimization process is limited by parameters comprising which e-coupons should be included, an expiration date of said e-coupons, and a total number of e-coupons used.

68. (Canceled).

69. (Previously Presented) The computer program product according to claim 15 wherein said optimization process is limited by parameters comprising which e-coupons should be included, an expiration date of said e-coupons, and a total number of e-coupons used.

70. (Previously Presented) The system according to claim 62, wherein said optimization engine is limited by parameters comprising which e-coupons should be included, an expiration date of said e-coupons, and a total number of e-coupons used.

71-73. (Canceled).